

# Women Artisan Facing Obstacles

**Dr. S. Beulah Mabel,**

Assistant Professor & Assistant Controller of Examinations, Lady Doak College  
(Autonomous), Madurai, Tamil Nadu, India

## **Introduction**

Women Entrepreneurs are the women who initiate, organize and operate the business. They are the ones who own and manage the business and to earn more profits with their creativity and new ideas to run a business. In the initial stage, they start their business with small scale and expand to large scale business. Women undertake all the risk and face many challenges in their business. Their strong feeling to do something is an inbuilt quality who is capable of providing values in both family and social life. This Women Entrepreneurship can make a strong contribution to the economic well-being of the family, communities, women's empowerment and poverty reduction. Women Entrepreneurs engaged in some of the business-like AgarBatti making (Incense stick), Papad Marketing, Embroidery, Handicraft, catering services, Running restaurant, snack bars, Small retail shops, Beauty Parlour, Pickle Manufacturing etc.

Approximately one-third of the entrepreneurs in the world are Women Entrepreneurs. Women Entrepreneurs engage in business due to push and pull factors, which encourages them to have an independent job and stand on their own legs. They have more knowledge about their existence, roles, rights and also hold several qualities like ability, intelligence, confidence, hardworking, ambitious, self-growth, willingness, leadership, patience and courage. There are various opportunities that have developed for Women due to some changes in social, political, economic changes and also many training programs are available for Women Entrepreneurs. In this way they are motivating and developing their skills and also schemes like Startup and standup India, it helps them to Promote Entrepreneurialism among women. Women Entrepreneurs start their business with the purpose to live independently, to prove their own identity, achieve goals and claim equal status in the society which helps them overcome all the obstacles and hardships in positive ways.

## **Handcraft**

Handcrafts can be defined as Products which are produced either completely by hand or with the help of tools E.g., Handmade gift box, explosion box, pencil sketching, pencil carving, gift hamper. They can do their crafts in different ways like Woodcraft, Papercraft, Pottery and Glass Crafts, Jewellery etc., Handcraft is the small-scale business which is done all over the world. In India, the hand craftsman mostly sells in Rural and urban areas. These businesses require only a small amount of investment with a sense of creativity and expertise in manufacturing the products. Time required for producing these products varies depending upon the nature of the product. Thus, these products when creatively produced attract

customers to buy these products for multiple reasons like home decor, personal use and present to someone.

### **Promoting Handcrafted Products**

#### **Product as a strategy to promote handicraft product:**

Product refers to a goods or services that a company offers to the customers. In this case, handcrafted products like Paper crafts, Bottle paintings, Toys making, cushion making, Traditional Tanjore painting and Pencil sketching are made. The product should fulfil the demand of the existing customers and must create a positive impact on the minds of the customers. Thus, whenever the need for the product arises the customer must take the handcrafted items. Only if the quality is reliable will the customers spread a good word of mouth.

The product is the maximum essential detail of the marketing mix. The goal of the product is to meet the want and preference of the customer. Therefore, what the maximum company wants is a product philosophy. It calls for the company to expect what the consumer needs in the future. It's affordable to surmise that a product is something tangible or intangible which in maximum instances a purchase is willing to pay cash for. The product brings us back to the fundamentals of marketing. The product satisfies a purchaser's want. An understanding of the factors that make up a product and people correctly promote is referred to as the product marketing mix. Product has an important position in growing the approach for the general marketing mix which incorporates place, price and promotion.

#### **Price as a strategy to promote handicraft product:**

Price indicates the cost the customers pay for the product. It must include the cost associated from procuring the raw materials to deliver the product to the ultimate customer. The handcraft products can give some attractive offers during festival time like Diwali, Christmas etc. The price can be reduced below the competitor's price to capture the market and once we have gained reasonable customers we must emerge strongly as a market leader and have control over the Price without experiencing switching cost. It helps in determining return, determines demand, sales volume and market share, countering competition and builds product image and a tool of sales Promotion. Pricing is an essential selection making factor after the product is manufactured. Pricing is important because it defines the cost that your product is really well worth with a view to make and on clients to use. It is the tangible charge factor to allow clients to realize whether or not its miles really will be worth their time and investment. The rate of Products performs an important function in figuring out a green distribution of assets in a marketplace system. Process acts as a sign for shortages and surplus which assist corporations and customers reply to converting marketplace conditions. If an excellence is in shortage-rate will have a tendency to rise.

#### **Promotion as a strategy to promote handicraft products:**

Promotion strategy is one of the most important processes in marketing. Promotion is like a bridge between the consumers and manufacturers of the Business. Promotion helps to draw the attention of your target and create interest in your products and services that helps them to encourage them to Purchase Products from you. Promotion strategy will be a compass for your Promotion and will have a great impact on the consumer decision-making process in buying a product. By creating a good image in Promotions, you can build a better reputation that brings more benefits for the business, like word-of-mouth, feedback. In Promotion of business, they should mainly interact with the customers and develop the communication with them as they feel comfortable. Promotion of handicraft business makes people aware, attract themselves to buy a product.

The Promotion of business includes trade fairs, Exhibition, Posters, Advertising the Handmade products like Facebook, Instagram, Pinterest by Posting their Particular Product with the Brand equity to attract them. So, Promotion is part of the overall business effort. By Promotion they can target the right loyal audience, gain brand awareness through links and visiting cards, show differentiation from the competitors. These are a few types that help the business to develop through the strategies of Promotion. Promotion strategy in business allows you to create strong brand awareness, generate leads and build a long-term relationship with your target audience and convert your awareness stage to an action stage of processing the business to the next level.

**Abu Bashar (2010)**, Reviewed on ' **A Study on effectiveness of social media as a marketing tool**' with the objective to study the gap between consumer expectation from Social media and its performance. The study is Empirical research. The survey was conducted online through social networking sites and responses of 150 social networkers were collected. Their main purpose is social media with the help of this they can Promote their business easily. Descriptive research design is adopted in this study and there is almost no variability among the social media networks. Facebook is the most popular social networking site for the Respondents. The study reveals that 58% respondent in the survey used Facebook platform to connect with friends. While 24% respondents believe in exchanging their views and experiences on various products/services and others apart from just playing games and participating in contests (16%). They use regression analysis for testing the hypothesis.

**JochenWirtz(Feb 2014)**, Reviewed on ' **A Study on the role of marketing in today's enterprise**' the objectives of this study was to examine the status and role of marketing in today's firms and to understand the determinants and consequences of a marketing department's influence by surveying the sample of firms. The study is empirical research. The survey was conducted across three continents: North America, Europe and Asia by sending Emails. Approximately 2,930 mails have been sent and 580 individuals have participated. Their main purpose is to investigate the relationship between a marketing department's responsibilities and resources, and its influence within the firm. Descriptive Research design is adopted in this study. The study reveals that 80% of the CEOs surveyed

either ranked marketers lowly in the hierarchy of their organizations and 64% of the CEOs marketers are unhappy. We excluded all respondents who did not complete the entire survey and a few respondents from Africa and Australia, leaving a final sample of 312 responses for analysis. They use regression analysis for testing the hypothesis.

**Thabit Hessian Thabi (2018)**, Reviewed on ' **A Study on the Evaluation of marketing mix elements**' with the objectives to study the subject by focusing on the concepts in organization as general and marketing. Their main aim is to investigate the influence of marketing mix . The study is empirical research. The survey was conducted through a marketing mix . Total 25 questionnaires were prepared for both employees and customers. Descriptive research design was adopted in this study and there is almost no variability among the marketing mix. The study reveals that 85% of respondents are satisfied with the product, 96% of respondents has an excellent idea in developing the brand of the product, 64% of respondents have a humble idea about the company, 90% to 94% of respondents has very good reflection according to customer's opinion and 78% to 82% has a good reputation for the brand of the product according to customer's opinion. They use regression analysis for testing the hypothesis.

**Indrajit Ghosal and Bikram Prasad (2019)**, Reviewed on ' **A Study on inspiring digitalization of handicraft market: An empirical approach**' the objectives of this study is to specify customer awareness and to find out whether an online portal is aware of promoting handicraft products globally. The study is empirical research. The survey was conducted through online and digitalization. 50 respondents were finally collected out of 80 questionnaires for this investigation. The seller used strategy tools to promote their business-like SEO (search engine optimization), Email marketing, Social media marketing (like Facebook, twitter, Instagram, youtube etc.), SEM (Search engine marketing), SMO (Social media optimization) and other associated tools. Descriptive Research design is adopted in this study. The study hypothesized that 60% of the population holds an online advertisement of Handicraft/Handloom which is influenced for increasing customer awareness and 60% of the population holds an online market for changing customer buying motives . They use statistical Research for testing the null hypothesis.

**Oswin Agand Ababa (2017)**, Reviewed on "**Marketing Mix Practices in the Development of Small and Medium Enterprises in the Bolgatanga Municipality, Ghana**" the objective of this study is to Assess the best marketing mix practices adopted by small and medium enterprises. The study is cross sectional exploratory research. The survey was conducted directly from the entrepreneurs and 125 responses were collected. This study used a convenience sampling technique for data collection. The purpose is to concern the business marketing strategies from SMEs in the study area. Most entrepreneurs use promotion as a marketing tool. The study reveals that 83% of entrepreneurs engage in advertisements as their main promotional strategy and 53% of entrepreneurs engage in public relations as a marketing strategy. They use non parametrics for statistical testing.

**IbojoBolankeOdunlami and Akinruwa, TemitopeEmmanuel(2014)**, reviewed "**Effect of Promotion on Product Awareness**" conducted in Nigeria. The methodology used in this study was primary data which includes questionnaires used to elicit information from the members of staff, while secondary data encompasses related journal materials, periodicals etc. Survey research design was adopted for this research. The researchers made use of 121 responses. The implication of this result is that a 1% shift in promotion will cause a 49.6% shift in sales revenue. The findings were done by using descriptive statistics (percentage) and inferential statistics (multiple regression and t test were used to analyze the data).

**PaulinAdjagbodjon(2015)**, reviewed on "**Aligning Sales Promotion Strategies with Buying Attitudes in Recession.**" The methodology used in this study was a survey method. The data is collected from 287 participants using a confidential paper-based survey and random sampling method to obtain data for the analysis. The intent of this quantitative study using a comparative design was to determine which sales promotion strategy influences buying attitudes significantly in a recession. The implication of this result is that there is a set for the alpha value of committing a category 1 at 20% the probability of committing, a category 2 at 80% the power of the test value for the social science research. The data analysis consisted of testing two null hypotheses.

**Sunil Kumar Das Bendi (2018)**, reviewed on "**Role of E-Commerce in Promoting Handicrafts Of Odisha**" conducted in Cuttack, India. The methodology used in this study was a survey questionnaire designed and conducted with tourists visiting the state of Shah, Malaysia. The researchers made use of 35 respondents. Survey research design was adopted for this research. The proportion was 8% and 92% in 2012. Hence it shows the penetration of mobile internet in rural India.

## **Conclusion**

The reviews revealed the importance of the marketing mix and promotions of handicraft business in India. It further states the role of marketing in today's firm, consumer expectation through social media, promoting of hand made products globally, improving the conditions of production on handicraft products, sales promotion, promotion of brand equity, dimensions of convenience of customers gatherings, marketing concepts of 4p's. The review of literature helped the researcher in gaining knowledge in developing the business, marketing and sales promotion of hand made products, creation of brand equity, digitalization of marketing. This current study adopts the marketing mix as a strategy adopted by Women Entrepreneurs in handicraft business.

## **Bibliography**

1. Adam Hayesn.d.). Entrepreneur. <https://www.investopedia.com/terms/e/entrepreneur.asp>. Retrieved January 5, 2021, from <https://www.investopedia.com/terms/e/entrepreneur.asp>
2. Aradhya, D.(n.d.). Women Entrepreneurship. <https://www.yourarticlelibrary.com/women/women->

[Entrepreneurship/Women-Entrepreneurship/99813](https://www.yourarticlelibrary.com/women/women-entrepreneurship/women-entrepreneurship/99813). Retrieved January 5, 2021, from <https://www.yourarticlelibrary.com/women/women-entrepreneurship/women-entrepreneurship/99813>

3. Handicraft. (n.d.) <https://en.m.wikipedia.org/wiki/Handicraft#:~:Text=A%20handicraft%2C%20sometimes%20more%20precisely,%2C%20carving%20implements%2C%20or%20hooks>. Retrieved January 5, 2021, from <https://en.m.wikipedia.org/wiki/Handicraft#:~:Text=A%20handicraft%2C%20sometimes%20more%20precisely,%2C%20carving%20implements%2C%20or%20hooks>

4. Dr. S. SUDHAMATHI Asst. Professor Dept of Logistics Management Alagappa University Karaikudi. (n.d.) Marketing of Handicraft Products- Strategies, Opportunities and Issues. [https://www.academia.edu/38282334/Marketing\\_of\\_Handicraft\\_Products\\_Strategies\\_Opportunities\\_and\\_Issues](https://www.academia.edu/38282334/Marketing_of_Handicraft_Products_Strategies_Opportunities_and_Issues). Retrieved January 5, 2021, from [https://www.academia.edu/38282334/Marketing\\_of\\_Handicraft\\_Products\\_Strategies\\_Opportunities\\_and\\_Issues](https://www.academia.edu/38282334/Marketing_of_Handicraft_Products_Strategies_Opportunities_and_Issues)

5. Susan ward (August 03, 2020) Reviewed on “ promotion of business” [www.thebalancesmb.com](http://www.india-crafts.com) Reviewed on” Handicraft business” <http://www.india-crafts.com>

6. Frederick Harbison (2020, 3rd August) Reviewed on “Definition of promotion” [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)